PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Dave Beran DATE: November 16, 1994

FROM: Marian Halpern

SUBJECT: AMERICAN SPIRIT

Through various sources, such as store checks and focus groups, we' ve heard comments about American Spirit. In order to monitor the awareness and popularity of this brand among smokers we will be asking about American Spirit during all appropriate qualitative and quantitative work.

The attached summarizes findings on American Spirit that were obtained during the Marlboro Cookbook focus groups. These focus groups were held on Wednesday, November 9th among 25-44 year old Marlboro females.

cc: K. Eisen
E. Gee

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Source: https://www.industrydocuments.ucsf.edu/docs/xzhj0004